

ABSTRACT

660 A system and method of contents distribution which realize
an efficient use of the memory resources within a contents
distribution apparatus and the communication resources on the part
of a terminal device are provided. A content storage section
stores contents, such as video data, and information concerning
665 predetermined special effects to be applied thereto in pairs. A
content management data setting section sets information such
as reproduction conditions and billing conditions, and a special
effects flag with respect to each content. A distribution content
storage section stores the contents and information associated
670 therewith. A distribution content selection section selects
information to be appended to a content for transmission in
accordance with processing ability information which is supplied
from a terminal device. The content and the selected information
are transmitted to the terminal device via
675 transmission/reception sections and a network, so as to be stored
in a distribution content storage section. A reproduction control
section reproduces the content according to the presence or
absence of the special effects flag in the stored information.